

Next meeting: February 8th
Location: Cyclor's Café (2295 Lexington Road)
Time: 12:30-1:30 pm

1/24/2011

Bike Louisville Education and Encouragement Team (Post meeting notes)

Sub E Team Members who attended today

1. Rolf Eisinger
2. Katie McBride
3. Kirk Kandle
4. Laura Trachtenberg
5. Andy Murphy
6. Scott Render
7. Peter Burkhart
8. Kirk Kandle



Despite the cold winter we had a great showing for our lunch meeting this past Friday 1-21-2011 at Wayside Christian Mission. Thank you all for making the effort. Below are the topics which were presented and discussed by the group.

Next Steps:

Let's try and accomplish the below tasked before our next meeting. If you have ideas or have seen these items completed successfully in other cities please email Scott Render or me.

1. **3.13** Motorist Sharing the Road Video for Louisville Metro traffic schools
 - i. [Video design email Scott with ideas Scott.Render@louisvilleky.gov](#)
2. **3.13** DMV Rules of the Road Material
 - i. [Pull Down Banner design email Scott with ideas Scott.Render@louisvilleky.gov](#)
3. **3.13** KYTC has the funding to print yellow cards which can be handed out to county clerks offices. They are already doing this in northern Kentucky. We are going to ask them again to do this since our County Clerks Office turned us down the first several times we asked.
4. **3.14** Peter Burkhart said he has a number of youth bicycles that Indian Trail Elementary School could use for their bicycle program.

2011 Bike Louisville Services and Products: items in red are the services or products the grouped supported:

Services

Valet bike parking

Bike to work month

Take a kid mt. biking day- did not have time to discuss

IMBA Mt. Bike Patrol Program- did not have time to discuss

Youth Bicycle Pedestrian education

Video production

Bike sharing

Products

Reflective leg straps

Water bottles (what about adding bicycle cages for those who needed them, also the smaller bottles were requested.)

Banner

Youth bicycles

Printed bike map

Bike counters

Pedometers- did not have time to discuss

Reflective T-shirts

Master Plan Public Forums hosted and sponsored by Metro Counsel Members

Pedestrian Master Plan:

Forum comments will be online shortly. Please click the links below to view comments:

<http://www.louisvilleky.gov/HealthyHometown/StepUpLouisville/pedmasterplan.htm>

Bike Master Plan:

<http://www.louisvilleky.gov/BikeLouisville/bikefriendly/2010bikemasterplan.htm>

3.1 Identify a long-term and sustained investment strategy to fund bicycle improvements

SLO funding

Paula Nye Funding

3.8 Create materials to communicate general travel and right-of-way information

New printed Bike Map

Expand bicycle Wayfinding efforts Metro wide

3.9 Use social networking to communicate project information in timely and efficient manner

Facebook- 605 members

Listserv- 513 members

3.3 Implement and evaluate enhancement and enforcement programs

🚲 LMPD Helmet, Light, Reflective Items and Yellow Card Give Away Program

316 Bicycle Helmets

200 Red Bicycle Lights

200 White Bicycle Lights
400 Reflective Leg Straps

3.13 Increase opportunities for driver education about bicycles:

- 🚲 Motorist Sharing the Road Video for Louisville Metro traffic schools
[Video design email Scott with ideas Scott.Render@louisvilleky.gov](#)
- 🚲 Share the Road Presentations (\$60/class)
Teaching the classes
- 🚲 DMV Rules of the Road Material
[Pull Down Banner design email Scott with ideas Scott.Render@louisvilleky.gov](#)

3.14 Increase opportunities for bicyclist education

- 🚲 LMPD Bicycle Patrol and Youth Bicycle Safety Program:
 - 120 Bicycle Helmets
 - 20 Youth Bicycles
 - Bicycle Maintenance Equipment (Bicycle pump, Spare Bicycle Tubes, Basic Bicycle Repair Kit)
 - Educational printed curriculum and props
 - LMPD Officer/Sergeant Over Time (\$56/hr)
 - Youth Cycling Safety Classes (\$750/class)

3.6 promote bicycling events

Bike to Work Month
Bike valet parking

Other topics of discussion:

Wayside Christian Mission and the Brick house are working together to create an active bike shop at Wayside Christian Mission. They are starting a new program call Earn a Bike Program. TARC is providing abandon bicycles. Bicycles education will be offered as well as bike helmets and bike locks.

Peter said he has a number of youth bicycles that Indian Trail Elementary School could use for their bicycle program.

Bike sharing could be managed by a local bike shop.

What about providing bicycle education/rodeos at the State Fair

KYTC has the funding to print yellow cards which can be handed out to county clerks offices. They are already doing this in northern Kentucky. We are going to ask them again to do this since our County Clerks Office turned us down the first several times we asked.

We should thinking about posting rules of the road next to our bicycle wayfinding signs

How can we better promote the bicycle commuter tax incentive?

Worksite wellness groups

Reduce car parking

This is a Public Health and Planning issue and should be framed as such



Up Coming Meetings

We will hold our Sub Education and Encouragement meetings the second Tuesday of every month from 12:30-1:30. The location will change. I will be sending out meeting reminders with the locations.

Education and Encouragement meeting (February 8th 12:30-1:30pm)

Education and Encouragement meeting (March 8th 12:30-1:30pm)

Education and Encouragement meeting (April 12th 12:30-1:30pm)

Education and Encouragement meeting (May 10th 12:30-1:30pm)

Education and Encouragement meeting (June 14th 12:30-1:30pm)

Education and Encouragement meeting (July 12th 12:30-1:30pm)

Education and Encouragement meeting (August 9th 12:30-1:30pm)

Education and Encouragement meeting (September 13th 12:30-1:30pm)

Education and Encouragement meeting (October 11th 12:30-1:30pm)

Education and Encouragement meeting (November 8th 12:30-1:30pm)